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### Claims

What is claimed is:

1. A reusable or disposable cold bladder unit having a preformed rectangular or cylindrical shape for treatment of the anal region afflicted by hemorrhoids comprising a 3 ½ inch long, rectangular or cylindrical shaped bladder unit, approximately 1/2 to 5/8 inches in diameter, enclosed at its ends, applied between the user's buttocks directly upon exposed hemorrhoidal tissues, as opposed to insertion of the bladder unit into the rectal opening, upon achieving maximum comfort, the unit is removed and sterilized or otherwise cleaned for future applications or manufactured in a disposable form.
  2. The cold bladder unit of claim 1 wherein said cold bladder unit comprises a cooling agent or compound intended to provide prolonged cooling, enabling shrinkage of the hemorrhoidal tissues.
  3. The cold bladder unit of claim 1 wherein said cold bladder unit is composed of a flexible, plastic material.
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